

FIBA Europe Girls' Basketball Program



PROMOTION PLAN: TIMELINE



Date	Activity	Status
2018		
21 st September	Logo HWHR and campaign materials presentation	DONE
August/September	Order & production of the Molten size 6 balls with the HWHR logo	DONE
End of September	Order & production of in-arena promotional materials (for SuperCup Women, ELW F4, EBW 2019)	DONE
17 th October	The official launch of the HWHR Campaign at the FIBA Europe SuperCup Women's game in Ekaterinburg (RUS)	DONE
18 th October	<u>Press Release</u>	DONE
December	Distribution of campaign balls to the NF's	DONE
2019		
8 th March	International Women's Day - local activities + photoshoot	In progress
12 th -14 th April	Promotional activities at the ELW Final Four	In progress
1 st June	Activity TBD (International Children's Day)	TBC
27 th June - 7 th July	FIBA Women's EuroBasket, Latvia & Serbia	In progress
10 th July – 25 th August	Youth European Championships	In progress



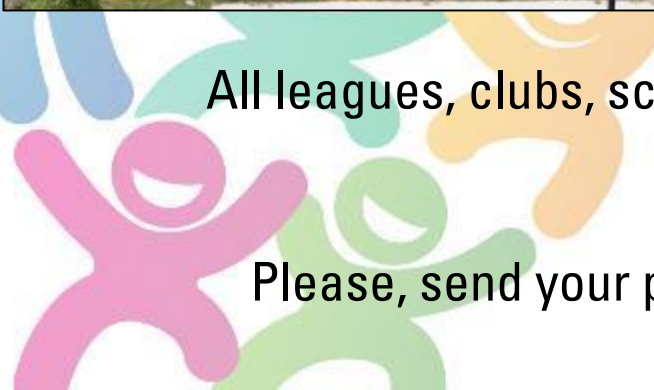
8TH MARCH - THE BIRD'S-EYE SHOT

To be part of the „Her World, Her Rules“ 8th of March action, each participant has to organise a basketball activity on Friday, 8th of March, the International Women’s Day, involving large number of women & girls at the end of which the group should form a giant message for an overhead picture (examples below):



All leagues, clubs, schools, local and national federations are invited to participate!!

Please, send your picture to: mailto: socialmedia-europe@fiba.com



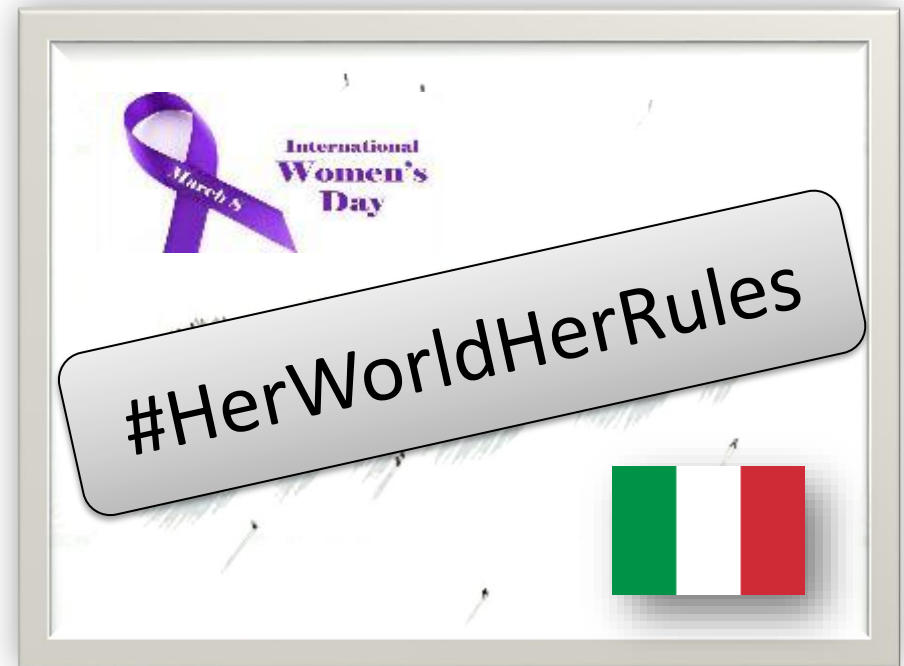
CREATE YOUR OWN MESSAGE!



Two components are obligatory:

- 1: „HerWorldHerRule“ campaign message
- 2: „International Women’s Day“ message

Some examples:





BE CREATIVE!



- Choose an iconic city location or your basketball court
- Form a message related to the „International Women’s Day“
 - ✓ 8th March
 - ✓ Women’s Day
 - ✓ Women’s logo
 - ✓ Purple ribbon
 - ✓ Etc.
- Form a giant [#HerWorldHerRules](#)
- Place your country flag and add the HWHR campaign banner
- All ideas are welcome!





Thanks for supporting the
[#HerWorldHerRules](#)
campaign!

